

FROM THE LOCAL SEARCH
TOOLKIT FOR 2021

Industry perspectives: which location categories to focus on?



Adthema



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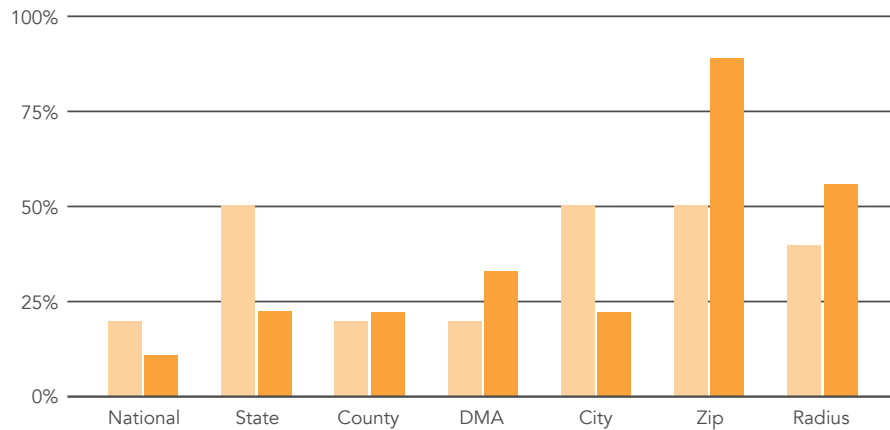
Industry perspectives

Which location category will work best for you?

Adthena's customer research revealed that location targeting tactics vary drastically across industries, sub-industries, and individual businesses. This is largely because each businesses' strategic goals and KPIs are unique, so they use custom location targeting tactics to achieve those goals.

Takeaway: The right location categories to focus on will depend on your business, your goals and your consumers' behaviour. [Adthena's Local View](#) provides insights into your users' behaviour, your local competitors and ad copy by location to help you hit your targets.

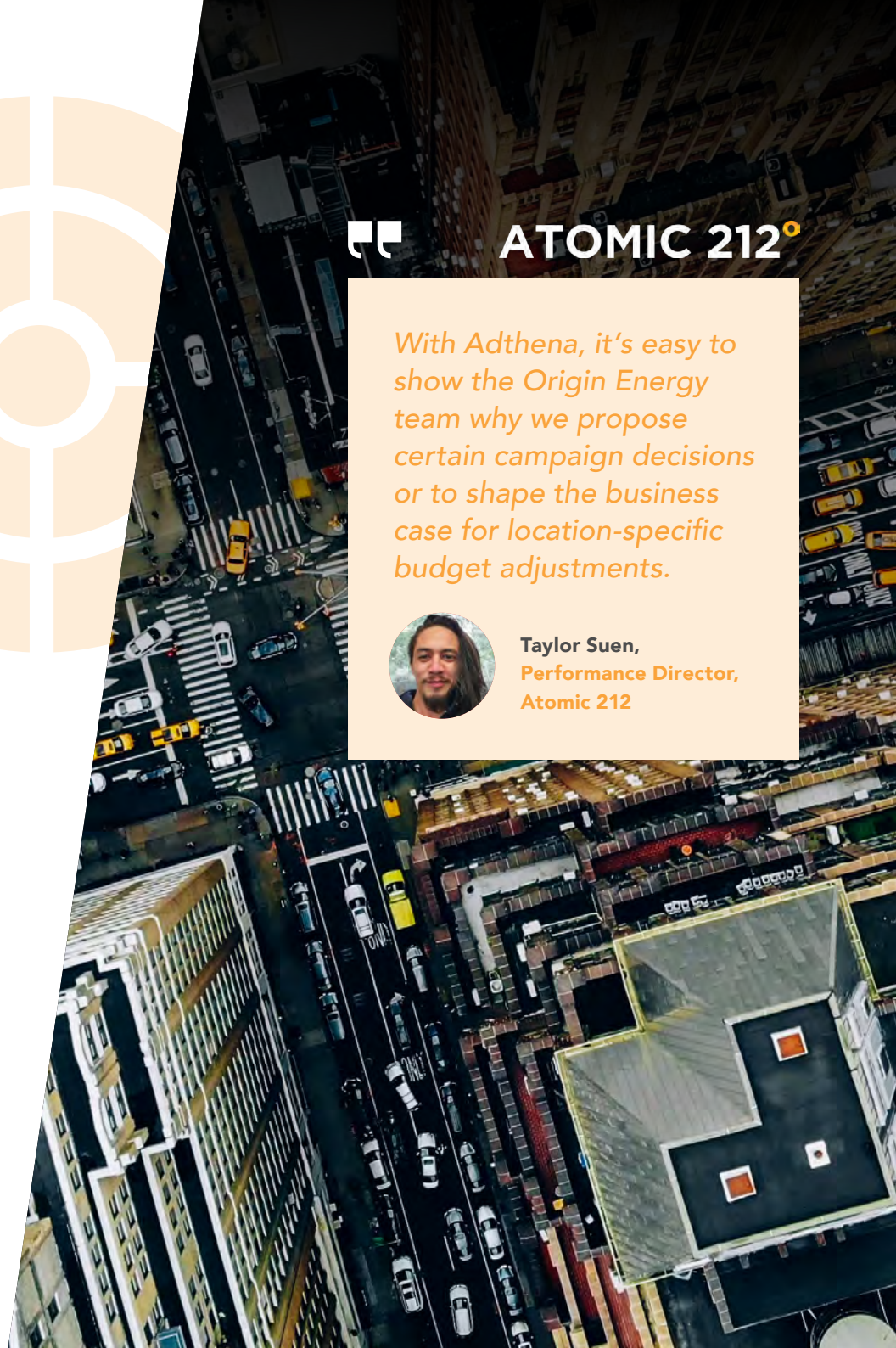
Location targeting categories ■ Financial Services (n=10) ■ Auto (n=9)



With Adthena, it's easy to show the Origin Energy team why we propose certain campaign decisions or to shape the business case for location-specific budget adjustments.



Taylor Suen,
Performance Director,
Atomic 212



Industry perspectives

9 out of 10

Key advice from our experts on how to get the most out of local search intelligence in your industry:

...financial services marketers we interviewed confirmed: location is a tactical means to execute strategy focused on audience and conversions. (Adthema research 2019).

Retail

- Gain insight into “near me” searches to understand local demand.
- Get clarity on the effectiveness of localized ad copy, what competitors are bidding on or promoting, and local search infringements.
- Use local intelligence to manage omnichannel effectiveness and respond quickly to market changes by moving budgets.
- Use ad copy messaging including ‘click and collect’ or coupons to promote footfall back to store.

QSR and fast casual

- Leverage competitor benchmarking and monitoring, as well as local partner and affiliate management, to understand distribution efficiencies and drive customer acquisition at new local levels.

- Identify emerging trends across distinct regions (e.g., New York City versus Little Rock) and seasonal variation in search.


Grocery

- Analyze “near me” searches to understand local demand.
- Get clarity on the efficacy of localized ad copy and what competitors are bidding on or promoting (e.g., curbside pickup, etc.).
- Get on top of local search brand infringements.
- Drive in-store traffic with the right promotion, and understand the effectiveness of offline media.


Automotive

- Target different vehicles to different areas (e.g., SUVs and 4x4s for more rural areas versus luxury models in cities), and understand the highest performing themes in ad copy (e.g., rebates versus extended warranty).
- Understand the regions that competitors are pushing competing models and find opportunities to conquest your model against a competitor (i.e. Toyota corolla vs Honda civic).
- Monitor competitors carefully to get ahead in the exploding market for electric vehicles.
- Manage dealer efficiency via local brand search and get a handle on infringements.

Finance

- Target customers county-by-county with localised ad copy.
- Understand location conditions for rolling out new products and services.
-  **Use Local View data to drive users to online** banking during branch closures.
- Analyze the most effective competitor ad copy.

All industries

- Ensure search term, competitor, device, and brand shift intelligence is automated and actionable to save time and move quickly.
-  **Request a demo of Adthema’s Local View technology today.**

Your ultimate Local Search Toolkit for 2021

The pandemic has fundamentally changed consumer behavior and put local search well and truly on the map. Due to restrictions on movement, more and more consumers are realizing the ease and opportunity of online search and purchase. Individuals want a tailored search view with results that are relevant to them where they are at that very moment.

In fact, 72% of desktop or tablet users and 67% of smartphone users **want ads that are customized** to their location. On top of that, 82% of smartphone users are searching for businesses near them, with 90% clicking on the first set of results they see.

To win those conversions, your location-specific ads must be there at the top of the search engine results page; it's a competitive imperative.

In this toolkit, you'll find everything you need to know to harness the power of local search and succeed in 2021, including useful checklists and tips by industry.


\$1.4 Trillion

By 2021, mobile devices alone will influence more than **\$1.4 trillion** in local sales.

